



A STUDY ON YOUTH ENGAGEMENT AND SKILL DEVELOPMENT IN AGRICULTURAL ENTREPRENEURSHIP IN KUNDAPURA TALUK

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ABSTRACT

The project will analyze successful models of youth engagement and skill development programs, identifying best practices and transferable strategies. It will also investigate the potential of leveraging digital technologies and innovative approaches to enhance youth participation and build resilient agricultural enterprises. Ultimately, this research aims to provide evidence-based recommendations for policymakers, educators, and development practitioners to create enabling environments that empower young people to become dynamic and impactful agricultural entrepreneurs, contributing to food security, economic growth, and sustainable rural development.

INTRODUCTION

A research study focusing on “Youth Engagement and Skill Development in Agricultural Entrepreneurship in Kundapura Taluk” delves into a critical area of intersection between rural development, youth empowerment, and the revitalization of the agricultural sector. This aspect examines the extent to which young people in Kundapura Taluk are participating in agricultural activities. It explores the factors that influence their interest in agriculture, including social, economic, and cultural influences.

It aims to identify the barriers that prevent youth from actively engaging in agricultural entrepreneurship. This component focuses on the skills necessary for successful agricultural entrepreneurship.

It assesses the current skill levels of youth in the region and identifies skill gaps. The study is geographically specific, taking into account the unique agricultural landscape, local economy, and socio-cultural factors of Kundapura Taluk.

OBJECTIVES OF THE STUDY:

- To understand the current level of youth engagement in agricultural entrepreneurship in Kundapura Taluk.
- To explore the challenges and opportunities faced by youth in pursuing agricultural entrepreneurship in Kundapura Taluk.
- To identify the specific types of agricultural ventures that youth are currently involved in or interested in pursuing in the Taluk.
- To evaluate the level of awareness among youth regarding government schemes and support systems for agricultural entrepreneurship.
- To assess the technical, business, and soft skills possessed by youth relevant to agricultural entrepreneurship.
- To identify the gaps in skills and knowledge that hinder youth from successfully starting and managing agricultural enterprises.

RESEARCH METHODOLOGY

This study adopts a mixed-method approach, combining qualitative and quantitative research techniques to analyze the influence of social media on consumer behavior. The methodology is structured as follows:

1. Research Design

The study follows a descriptive research design, focusing on understanding the various factors that Youth Engagement and Skill Development in Agricultural Entrepreneurship in Kundapura Taluk.

2. Data Collection Methods

Primary Data:

Online surveys and questionnaires will be conducted to gather insights from Youth Engagement and Skill Development in Agricultural Entrepreneurship in Kundapura Taluk.

Secondary Data:

A review of existing literature, including academic papers, industry reports, and case studies, will help in understanding past research findings and trends in agriculture.

Limitations of the Study:

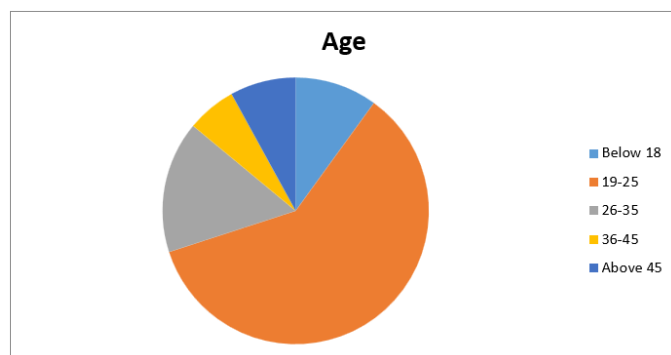
1. Geographical Specificity (Kundapura Taluk): The findings might be specific to the socio-economic, agricultural, and cultural context of Kundapura Taluk in India.
2. Focus on Agricultural Entrepreneurship: The study specifically focuses on entrepreneurship within the agricultural sector.
3. Access to Participants: Reaching and engaging with a diverse range of youth, especially those in remote rural areas, might be challenging, potentially leading to an underrepresentation of certain groups.
4. Rapidly Changing Agricultural Landscape: The agricultural sector is subject to changes in technology, government policies, market prices, and climate conditions. Findings from the study might become less relevant over time due to these dynamic factors.

Research gap:

- Existing literature on youth in agriculture and entrepreneurship might be broad or focused on different regions. There may be a lack of in-depth understanding of the specific socio-economic, cultural, and agricultural context of Kundapura Taluk and how these factors influence youth engagement and their entrepreneurial aspirations in agriculture.
- The unique challenges and opportunities within Kundapura Taluk related to agricultural entrepreneurship for youth might not be well-documented. This could include specific crop patterns, market access issues, land ownership structures, local skill gaps, and the influence of nearby urban areas.
- There might be limited research directly capturing the perceptions, attitudes, motivations, and barriers faced by the youth of Kundapura Taluk specifically concerning agricultural entrepreneurship as a viable career path.

DATA ANALYSIS & INTERPRETATION:**1. Age group of the respondents**

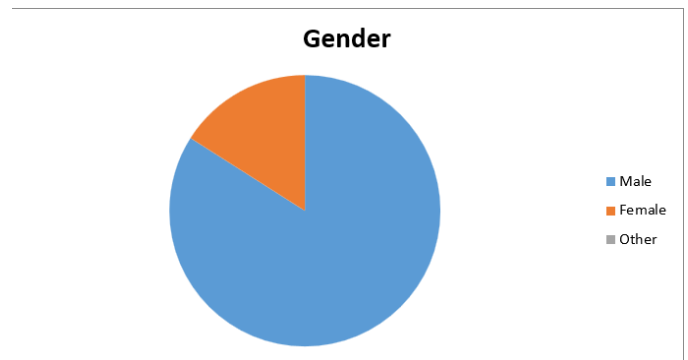
Age	Number of Respondents	Percentage
Bellow 18	5	10
19-25	30	60
26-35	8	16
36-45	3	6
above 45	4	8
Total	50	100



Around 60% of respondents are between the age group of 19-25 and 10% of the respondents are below the age of 18 years.

2. Gender of the respondents

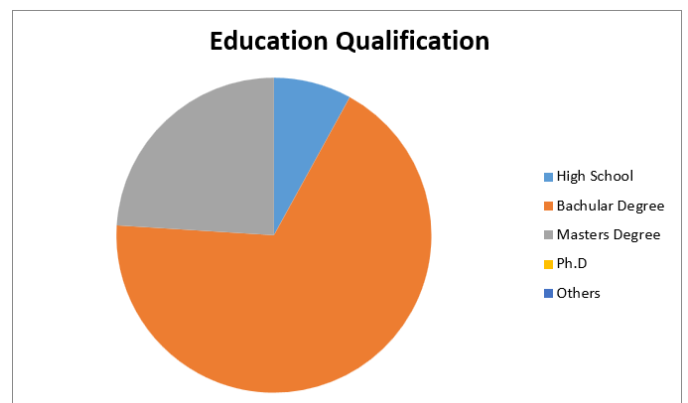
Gender	Number of Respondent	Percentage
Male	42	84
Female	08	16
Other	0	0
Total	50	100



Out of 50 respondents 84% of respondents are male and 16% of respondents are female.

3. Educational qualification of respondents

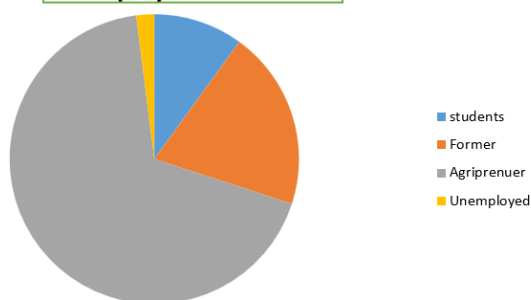
Education Level	Number of Respondents	Percentage
High School	4	8
Bachelor's Degree	34	68
Master's Degree	12	24
Ph. D	0	0
Others	0	0
Total	50	100



Around 68% of respondents are bachelor degree holders and 24% of respondents are completed their Masters degree.

4. Employment status of respondents

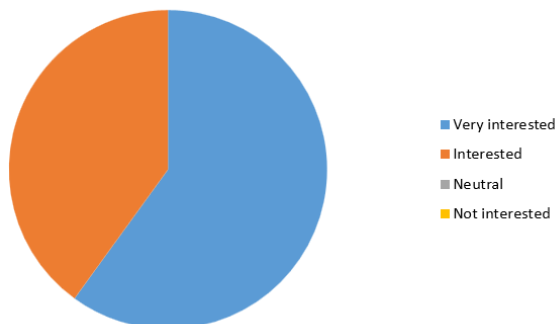
Employment status	Number of Respondent	Percentage
Student	5	10
Former	10	20
Agripreneur	34	68
Unemployed	1	2
Total	50	100

Employment status

Around 10% of respondents are students 20 % of respondents are farmers, 68% of respondents are Agripreneuers and 2% of the respondents are Unemployed.

5. How interested are you in pursuing a career in agriculture?

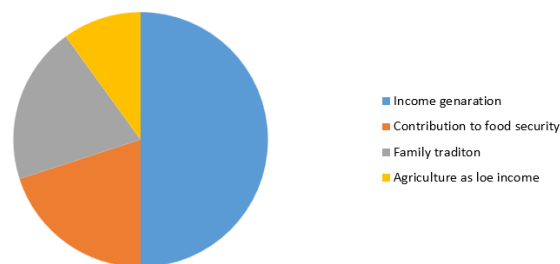
Interested in pursuing a career in agriculture	Number of Respondent	Percentage
Very Interested	30	60
Interested	20	40
Neutral	0	0
Not Interested	0	0
Total	50	100

Sales

From this study we can say that most of the agriculturist are very interested ie.60%, remaining are just interested ie. 40%. Neutral and not interested are 0%.

6. What are your main reasons for being interested in agriculture?

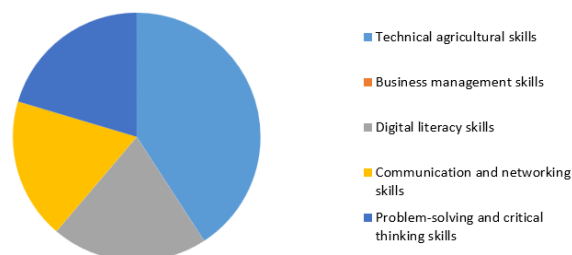
Reasons for being interested in agriculture	Number Of Respondents	Percentage
Income generation	25	50
Contribute to food security	10	20
Family tradition	10	20
Agriculture as low-income	5	10
Total	50	100



Out of 50 respondents 50% says they doing agriculture for income generation, 20% says for food security for their own, 20 % says it's a family tradition and 10% says they doing agriculture but it carries low income.

7. What skills do you believe are most important for success in agricultural entrepreneurship?

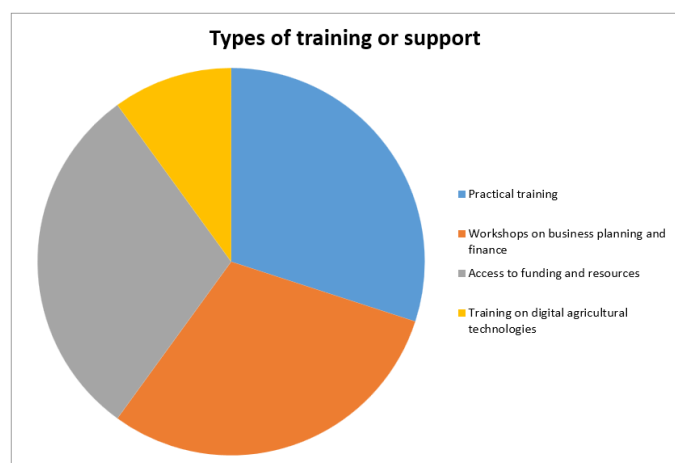
Skills required for success in agricultural entrepreneurship	Number Of Respondent	Percentage
Technical agricultural skills (e.g., crop production, livestock management)	20	40
Business management skills (e.g., finance, marketing)	1	2
Digital literacy skills (e.g., using agricultural apps, online marketing)	10	20
Communication and networking skills	9	18
Problem-solving and critical thinking skills	10	20
Total	50	100

Skills required for success in agricultural entrepreneurship

From this study we can say that 40 of agriculturists require technical skills for success. 20% requires Digital skills. 18% requires communication skills. 20% requires problem solving and critical thinking skills.

8. What types of training or support would be most helpful for you?

Types of training or support	Number of Respondent	Percentage
Practical training	15	30
Workshops on business planning and finance	15	30
Access to funding and resources	15	30
Training on digital agricultural technologies	5	10
Total	50	100

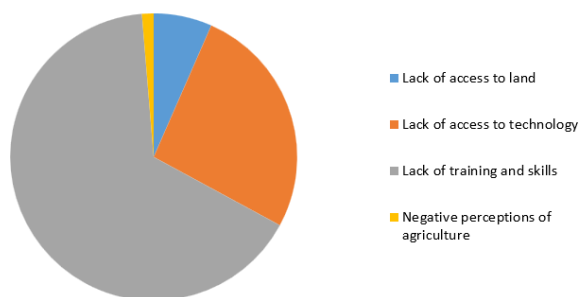


30% of respondents says that they require practical training, 30% says workshop is required, 30% says funding, only 10% says digital technology is required in agriculture.

9. What are the main challenges you face in pursuing a career in agricultural entrepreneurship?

Challenges pursuing a career in agricultural entrepreneurship	Number of Respondent	Percentage
Lack of access to land	3	06
Lack of access to technology	12	24
Lack of training and skills	30	60
Negative perceptions of agriculture	5	10
Total	50	100

Challenges pursuing a career in agricultural entrepreneurship

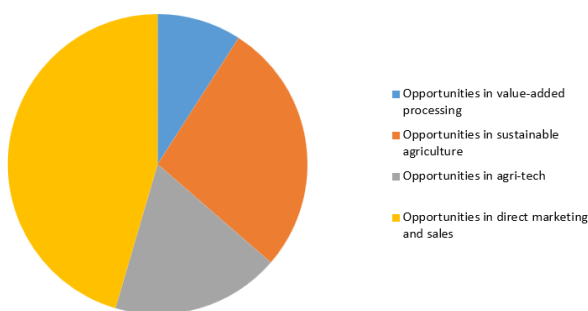


Around 6% of respondents are lack of access to land, 12% respondents says they have lack of access to technology, 60 % respondent has lack of training, only 10% says they have negative perception about agriculture.

10. What opportunities do you see for young people in the agricultural sector?

Opportunities for young people in the agricultural sector	Number of Respondent	Percentage
Opportunities in value-added processing	05	10
Opportunities in sustainable agriculture	10	20
Opportunities in agri-tech	10	20
Opportunities in direct marketing and sales	25	50
Total	50	100

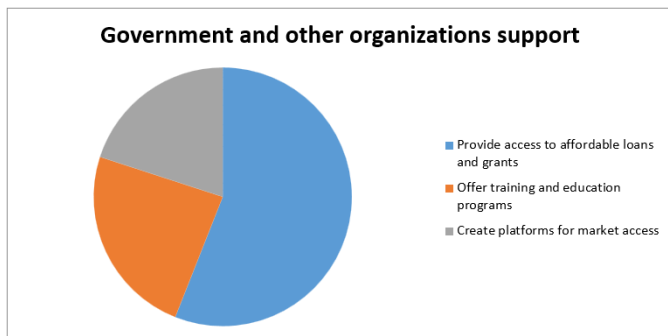
Opportunities for young people in the agricultural sector



Around 50 % of the respondents believes that there is plenty opportunities in marketing and sales, 10% says opportunities in value added processing, 30% says opportunities in sustainable agriculture, only 10 % says opportunities in agri tech.

11. How can the government and other organizations better support young people in agricultural entrepreneurship?

Government and other organizations support	Number of Respondents	Percentage
Provide access to affordable loans and grants	28	56
Offer training and education programs	12	24
Create platforms for market access	10	20
Total	50	100



Around 56% of respondents are required access of loans and grant, 24% says they need training and education programmes, 20% requires easy market access.

FINDINGS:

1. The high percentage of current agripreneurs suggests that youth engagement in agricultural entrepreneurship in Kundapura Taluk is primarily driven by a combination of existing family involvement in agriculture.
2. A significant majority (50%) of the respondents are engaged in agriculture primarily for income generation. This highlights the economic importance of agriculture in Kundapura Taluk and suggests that many view it as a primary means of livelihood.
3. A substantial majority (80%) of the agriculturists surveyed identified technical skills as essential for success in their agricultural endeavors. This highlights the perceived need for knowledge and proficiency in specific farming practices, modern agricultural techniques, machinery operation.
4. A significant majority of respondents (30%) identified practical training as a key requirement, indicating a strong need for hands-on experience and skill development in agricultural practices.
5. A substantial majority of respondents (60%) identified a lack of training as a major challenge. This strongly emphasizes a critical need for knowledge and skill development within the surveyed agricultural community in India.
6. A significant majority of respondents (50%) believe there are plenty of opportunities in marketing and sales within agriculture. This suggests recognition of the potential for growth and profitability in connecting agricultural produce with consumers and markets.

CONCLUSION

The study could conclude that youth in Kundapura Taluk have limited awareness of and access to available credit facilities, government schemes, and other funding opportunities for agricultural startup. A significant finding might be the weak linkages between young agricultural producers and profitable markets, hindering their entrepreneurial success.

The study might conclude that while youth are aware of agriculture, there's a low aspiration towards traditional, labor-intensive farming as a primary career due to perceived low returns.

REFERENCES

1. https://www.google.com/search?q=A+study+on+Youth+Engagement+and+Skill+Development+in+Agricultural+Entrepreneurship+in+Kundapura+Taluk.&rlz=1C1YT_UH_enIN1005IN1005&oq=A+study+on+Youth+Engagement+and+Skill+Development+in+Agricultural+Entrepreneurship+in+Kundapura+Taluk.&gs_lcrp=EgZjaHJv_bWUyBggA_EEUY_OTIH_CAEQ_IRiP_AjIH_CAIQ_IRiP_AtIB_CjIxOTE3ajBqMTWoAgCwAgA&sourceid=chrome&ie=UTF-8